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## Kästle racing forward!

2019 was a record year for Kästle – and 2020 has already kicked off with several new innovations and an ISPO Award.

With a massive product portfolio expansion and a comeback in the Alpine and Nordic World Cup circuits, it's been an exciting year for premium ski brand Kästle. 2020, sees them laying the foundations for further growth with the expansion and modernisation of its production facility in the Czech Republic.

Introducing the Vogue women's line, the PX piste models and the children's skis in the alpine division, plus the Nordic sector comeback all helped Kästle achieve a record increase in sales of 25% for 2019. The high quality and performance of the cross-country skis impressed retailers right from the start and were further validated by independent testers as well as by Kästle team athletes in the World Cup and various open races. Just last week, Alexis Jeannerod won his race at the Visma Ski Classics in France on his Kästle skis.

The development phase for all Kästle alpine skis takes place at its headquarters in Hohenems, Austria, while series production takes place in the company's own factory in Nové Město na Moravě. Production volumes at the factory in Hohenems have remained consistent over the years, where the focus is on research & development, small series production and making alpine racing skis. "By combining the strengths of our Czech production site and those at the headquarters in Hohenems, we were able to use innovative ski construction techniques and generate promising results in a very short period of time. For example, the new TX line for the 20/21 season has already been granted an ISPO award," reports Kästle Managing Director Clemens Tinzl. "By ploughing substantial investment into our production site in the Czech Republic and at our headquarters in Hohenems, we are looking to maintain our very high standards and set the course for further growth," Tinzl concludes.

Highlights for the 20/21 season include:

### TX touring models earn ISPO Award

With its **TX77, TX87, TX93 and TX103**, Kästle is responding to the fast-growing ski touring sector. These innovative models with carbon/ carbon-fibreglass wrapped cores offer unrivalled downhill performance at extremely low weight. The luminous Hollowtech 3.0 at the tip of the ski enhances safety on night-time ski tours – it lights up for about 15 minutes after it has been charged with a headlamp. The innovation was granted the ISPO Winner Award.

### The mighty MX line – setting the bar

Kästle made history in 2007 with the introduction of its MX range to the all-mountain sector. The new **MX75, MX83, MX88 and MX98** are built around a high-quality wood core, with Titanal layers, the new carbon Hollowtech 3.0, colour-matched bindings and an average weight reduction of 200 g (compared to previous models). These powerful all-

mountain models have retained their superior stability and incomparable edge grip as well as their simple, timeless design in white with coloured Hollowtech tips.

### **A freeride model made for generation Z**

With its new **ZX108**, Kästle is addressing a younger audience. In a cool camouflage design, young freeriders benefit from a generation Z-specific mounting point. The price for this new model is set well below that of the FX freeride models.

### **More growth in the cross-country sector**

For Kästle's 2019 Nordic comeback, it launched both race and performance cross-country skis. One year on from the successful market launch, they have now added an "active" category to their portfolio, with comfort-focused skis for beginners or the rental market.

Kästle fans and ski aficionados in general will already be aware that the Austrian ski manufacturer's roots are also in cross-country skiing. In 1985, Annette Boe became multiple world champion on Kästle cross-country skis. With its new racing model **RX10 2.0 Skate**, Kästle is demonstrating its commitment to Nordic racing and with the **RX10 Skin** it also has a new skin ski for the racing sector. Both models are perfectly balanced due to a carbon reinforced honeycomb core and Hollowtech 2.0 technology. They have a hand-applied race finish and come pre-waxed. Just another example of how Kästle generates maximum performance by making competition skis for the retail sector.

With its new **XA10** line, Kästle has come up with a range of skis for beginners and the rental market that are geared towards comfort. All the classic cross-country models are based on skin technology. The XA10 is also available for very young skiers starting at a length of 100 cm.

2020 see Kästle launch its own pole collection for cross-country skiing. With its **KC100, KC70 and KA100** Kästle has moved towards being a full set supplier for the Nordic sector.

### **The future is minty**

While the last 13 years at Kästle have been dominated by the colours black and white, the Austrian brand has decided it's time for a fresh dash of "Race-Mint". The colour will stand out and increase brand recognition on the Alpine and Nordic World Cup circuits. The first models to shift to the new colour will be the RX10 2.0 Skate, the ski jumping SJX and the TX65 for ski mountaineering. From the 21/22 season all Kästle racing models will be predominantly mint.

**Pictures:** <https://bit.ly/3aAkoRE>

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